



## IMPACT OF INTERNET ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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## ABSTRACT

With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Internet advertising broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games. It is important for local businesses to look into internet advertising as more consumers turn to the internet for their purchasing. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage and most important their recall value. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behaviour and there is a positive relationship between internet advertising and consumer purchase decision.

**KEYWORDS :** Internet, Advertisement, Consumer, Purchase, Behaviour

The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium. It has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade.

The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping. Another point of view internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content consumers are the one who decide when, where, what, and how much commercial content they wish to view.

With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies. The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials. Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements. Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium.

The growth of internet advertising is both globally and locally outpacing offline advertising. While outdoor advertising is also experiencing growth, it is not growing as rapidly as Internet advertising. Long years ago Consumers have been largely exposed to the traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share. It is on this basis that the study investigated the effectiveness of online advertising based on a consumer sample determine the relationship between advertising and consumer behaviour.

The internet advertising was perceived to be informative, entertaining, useful, valuable, and important. It was a good thing, moderately essential, and it reduced the cost of products. Marketers

should include web advertising in their promotion efforts but the ads should be designed with the respective user groups in mind. For example, ads targeted to heavy web users should stress the price value relationship of the products, since they engage in more frequent purchasing and believe that web advertising helps to decrease the prices of products. Another point of view the differences between heavy, medium, and light web users and concluded that "heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent".

Online advertising has gained increased popularity with more people spending time online. Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. Examples of online advertising include contextual ads on search engine results pages, banner ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. As the Internet session is a self selected environment of the consumer, the promotion message will be more effective. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs.

The viewers would see the advertisement if the ad is attractive and appealing. The degree of attractiveness of the advertisement and its relevance to the respondents determined their attention to the advertisement. Hence there is a probability of 0.60 of a consumer viewing the particular advertisement for creating awareness and information on television making it an effective mode of communication.

Internet advertising influences customers' purchase decision and duration of page viewing is a strong determinant of the ability to recall banner ads. Other factors as repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer and that animation content, the shape of the banner ad, and frequency of the ad repetition leads to higher advertising recall. The highest number of consumers were influenced to buy a

product based on information provided by friends and relatives, with TV commercials Online advertisements was least in influencing their decision. Therefore, friends and relatives were the major influencers behind decision making. The internet ads they came across influenced their purchase decision. Maximum percentage consumers they came across never influenced their purchase decision while few posited that the internet ads they came across influenced their purchase decision. This implies that the internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. Another point of view traditional form of advertising has an edge over internet advertising in terms of consumer preference to mode of advertising. Traditional mode got over maximum preferences than that of internet advertising which is a huge margin.

Companies should aim to strengthen customer interactions with advertisements on the Web, keeping both context and cognition in mind. Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' online advertising experience. The evolution of the Internet as a global communication infrastructure has created a new advertising channel for advertisers and advertising agencies to utilize and will provide advertisers with the means to more cost effectively target their promotional messages to consumers. Unfortunately, most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience. They've failed to innovate and bring the online advertising experience to a whole new level of interaction and integration that would truly let them achieve effective communication.

Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. Personal interactions with other customers and service providers play a very important role while shopping online. As consumers experience and respond to stimuli around them, emotions arise. Likewise, as people react to stimuli online for example, to an online advertisement they have emotional responses that are directly proportional to their reactions to these stimuli.

Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Consumers identify ways the product or service can make them happier, improve their lives or give them pleasure. This part of the consumer response is irrational and can lead to impulse buying and competition to obtain the product. Consumer behaviour splits between emotion and action depending on how well then product lives up to its advertised benefits. When customers visit a Web site, the ads they encounter evoke an emotional response before they even decide what their next step should be. If ads don't trigger customers' emotions, they may not take any action in response. It is clear that Internet advertising is gaining much attention and should be an essential part of a marketer's advertising media mix. Hence, this study determined the effectiveness of internet advertising as an ad medium, and its relationship to consumers' response e.g. online purchase decision.

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The consumer behaviour is not just purchasing, but has usage and disposal the goods, this type of information always be useful for company to make marketing decisions.

A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. Consumers identify ways the product or service can make them happier, improve their lives or give them pleasure. This part of the consumer

response is irrational and can lead to impulse buying and competition to obtain the product. Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Behaviour that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, Consumer behaviour splits between loyalty and alienation depending on how well the product lives up to its advertised benefits. Once the consumer makes this choice, advertising and promotion are not likely to undo that decision. When customers visit a Web site, the ads they encounter evoke an emotional response before they even decide what their next step should be. If ads don't trigger customers' emotions, they may not take any action in response.

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